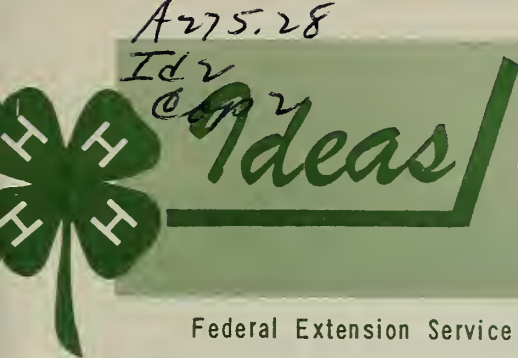


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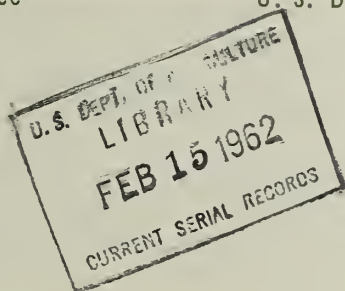


about 4-H Clubs and Y M W



Federal Extension Service

U. S. DEPARTMENT OF AGRICULTURE



No. 64
Washington 25, D.C.
January 25, 1962

Dear Co-Worker:

Extension agents are being encouraged to focus on a few specific major problems as the emphasis of their extension programs for 1962. In keeping with this plan, your 4-H Division has developed a statement of Areas of Emphasis for 1962, believing these warrant priority consideration in many State situations.

One of the greatest challenges facing extension leaders who work with youth is keeping our program emphasis geared to the rapidly changing situations facing young people today.

GROUP TRAINS FOR 4-H PEACE CORPS ASSIGNMENT

Warren Schmidt is coordinating the training program for an outstanding group of 55 young people recruited to work with the 4-S Clubs in Brazil. The first six weeks' training is at the National 4-H Center. It includes work in the areas of American and Brazilian studies, cross-cultural adjustments, and technical methods. The trainees will go to Puerto Rico and then on to Brazil for further training.

In Brazil, the volunteers will work in teams of two - a home economist and an agriculturist. They will work with the Brazilian 4-S Club personnel in recruiting and training local 4-S leaders, assist with the organization and development of clubs, and prepare visual aids and other educational materials. In Brazil, a field staff of a national project leader and three regional supervisors will guide their efforts.

INTER-AMERICAN RURAL YOUTH PROGRAM

The establishment of an Inter-American Rural Youth Program Committee by the Secretary General of the Organization of American States represents a new development in the advancement of rural youth educational programs in the Americas. The committee itself is comprised of very high level individuals, including former presidents of various Latin American countries and leading representatives of the United States. An advisory group has been formed to aid the committee. Named to it have been Grant A. Shrum, Executive Director

of the National 4-H Club Foundation; and Kenneth H. Anderson, Associate Director of the National 4-H Service Committee.

A program office has been established in San Jose, Costa Rica, to which Howard E. Law, formerly of Utah, has been named director. The program office will operate in cooperation with the Inter-American Institute of Agricultural Sciences at Turrialba and the American International Association in San Jose.

The first meeting of the advisory group was held in San Jose, Costa Rica, in December. At this time a proposed program was formulated to be recommended to the over-all Inter-American Rural Youth Committee which is scheduled to meet early in 1962. The program would advance three primary areas of concern:

1. Advance programs and activities designed to improve and expand leader training at both the professional and voluntary leader levels. Such a program would also aim to stimulate the exchange of ideas, techniques, methods, and educational materials between countries.
2. Establish a program to assist countries in forming and operating rural youth program committees, foundations, and associations.
3. Establish a service to consult with countries on the establishment of awards and recognition programs at the local, national, and, where needed, international level.

Both Mr. Shrum and Mr. Anderson attended the first Advisory Committee meeting, which was also attended by representatives from all but one South American country and from several Central American countries. Indications are that this newly-established program will assist greatly in expanding and further developing 4-H type educational programs throughout the Americas.

TEN YEARS OF 4-H IN PHILIPPINES

The May 6-10 rally at the College of Agriculture, University of Philippines, will mark the 10th anniversary of 4-H work. Striking achievements of youth through 4-H will be emphasized and plans unfolded for the future.

Some of you have commented about a sixth grade text book which makes interesting reference to 4-H Club work in the Philippines. This is "More People and Progress," Grade 6, published by Forsman Company. Jerry Lineweaver first called this to our attention. As you know, he worked in the Philippines for a two-year period. Jerry thinks this is an excellent description of their National 4-H Rally and 4-H program.

FILMS FOR 4-H WEEK

We hope to complete production this week on four filmed television spots which we plan to mail to your television editor in a short time. Although the spots do not mention National 4-H Club Week itself, we will place prints with the television networks for special use during that time. Obviously, these films can be used on the networks and on local stations the year round. The set of films will include one 58-second spot, two 20-second spots, and one 10-second or "cow-catcher" as we call it. The first set is free of charge. Additional prints can be purchased from the USDA Motion Picture Service at a cost somewhat under \$2 each. We will have exact costs when production is completed.

REPRINTS OF "LIVESTOCK AND DAIRY JUDGING MANUAL"

In a couple of months, California plans to reprint their manual of livestock and dairy judging. They have generously offered to include any other State in the reprinting. Costs should be somewhat under 20 cents per copy, probably less unit cost if several States are interested. Bob Davis would be glad to send sample manuals to anyone interested. It is our understanding that when the first run was made, California printed 20,000 copies for Oregon, with their own imprint.

PROGRAMS FOR OLDER YOUTH

We have enclosed a mimeograph of the script for a flannelgraph presentation which John Banning has used for some time, entitled, "Programs for Older Youth." A complete outline of the flannelgraph cards used is on the back page. You are, of course, welcome to use all or any part of it as you see fit.

HOME STUDY COURSE FOR NEW 4-H ORGANIZATIONAL LEADERS

Marian Larson, formerly State 4-H Leader in Alaska, has accepted a temporary one-month assignment with the Federal Extension Service to develop a home study course for 4-H leaders. This will be aimed particularly at those Alaska leaders in remote areas who seldom or never see the extension agent. It is expected that adaptations can be made for use in other States where great distance is involved. Use in densely populated areas in combination with meetings is also a possibility, as well as possible use with A.I.D. and Peace Corps projects. A committee of Federal Extension and 4-H Foundation personnel will advise Marian. The work will start late in January and should be ready for field trial in Alaska by March 1962. Following trial in Alaska, we hope to share with all States through "Leads for Leaders."

NATIONAL 4-H CLUB CONGRESS LEADERSHIP SESSION

Dr. Warren Schmidt has prepared an outline of the training procedure followed with the State leadership award winners on Tuesday of National 4-H Club Congress and the program outline for Wednesday. A copy of the plan is enclosed.

The overhead projector transparencies Dr. Schmidt used at Club Congress are available from Leadership Resources, Inc. Further information is attached to the training plan.

NEW VISUAL AID

FES is cooperating with the National 4-H Service Committee in developing several new visual presentations for use in agent and local 4-H leader training. The first production, "The 4-H Project Leader," is now available at the following cost (23 pictures): Film strip - \$6.00; Mounted slides - \$7.15.

For the first time, a voiced tape recording with inaudible beep is being made to go with the film strip or slides. The tape may be ordered for an additional cost of approximately \$2.50. A written script will be supplied with all orders. You may order direct:

"The 4-H Project Leader" - C-84
Photo Lab, Inc.
3825 Georgia Avenue, N.W.
Washington 11, D.C.

"The 4-H Junior Leader" and "Helping Junior Leaders to Grow" will be ready soon--perhaps by the time you receive this. We are indebted to Miss Emmie Nelson, Leon McNair, and Jim Veeder for the time and energy they contributed.

4-H LEADERSHIP DEVELOPMENT SERIES #7

Dr. Niederfrank in his work with States on 4-H Leadership Development has used a "leadership ladder." This has been adapted and refined as No. 7 in the 4-H Leadership Development series.

SLIDE FILM SET, "GROWING UP"

Mr. J. Aubrey Smith, Visual Aids Editor of Georgia, has agreed that States could order copies of this slide set, providing they did so within the next couple of months. Several of you have inquired and we appreciate Mr. Smith's cooperation in making these available. This set was developed to illustrate program development based on interests of boys and girls. Although developed by the Clothing Committee, the information applies to any project area. Please write soon to Mr. Smith if you plan to order.

NEW BULLETINS AND FILMS FROM VARIED SOURCES

International Book List

We are pleased that the book list, "The Whole World in His Hands," is being reprinted by the National 4-H Foundation. This is a service to States who want to buy copies for leaders and members. Issue date will be announced soon. You will recall this is the list developed for 4-H by the American Library Association, and which we sent you earlier.

Money Management Leaflet, "Why Go Broke"

We suggested the Institute of Life Insurance make a direct mailing to you of their new booklet for teenagers, "Why Go Broke." Because of the need for such a publication, we have been enthusiastic in our encouragement. Members of our staff had an opportunity to review the copy before it was printed. We assume you know how to order copies through the office of Miss Bettie S. Martin.

"Do Teenagers Have Wisdom?"

This is a new pamphlet from the Mental Health Materials Center, Inc., 104 East 25th Street, New York 10, New York, and gives a highly realistic and informal description of the problems of middle and upper class young people. Author is Mrs. June Bingham. Quantity prices available.

Survey of Youth

Have you seen the December 30 issue of Saturday Evening Post, which features, "Youth, the Cool Generation?" This is based on Gallup Poll's survey of more than 3,000 boys and girls between the ages of 14 and 22--at work, in high school, and in college.

Films on Smoking

Your local unit of the American Cancer Society has two new filmstrips with voice record that relate to youth and smoking, prepared for groups concerned with the health of youth. They are: "The Cancer Challenge to Youth" and "To Smoke or Not to Smoke." These are well done, with emphasis on scientific findings, and could be obtained for preview as to their appropriate use.

Booklets from American Bankers Association

In addition to the two booklets offered previously (Building for the Future with Farm Youth" and "You and Your Bank"), the ABA group also has "Agriculturally Trained Men in Banking" and "Agricultural Lending Agencies." These might be helpful for Town and Country Business and Career activities. Our contact is with Ed Savidge at 12 East 36th Street, New York 16.

Career Pamphlets

- "College Tips for Future Teachers" - Write: National Commission on Teacher Education and Professional Standards, National Education Association, 1201 16th St., N.W., Washington 6, D.C. Individual copies free.
- "Suggestions to Women and Girls on Training for Future Employment" - Write: Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C. Ask for Leaflet 33-1960 of the U.S. Department of Labor Women's Bureau. Price--10 cents.
- "Job Futures for Girls in Biology" - Write: Superintendent of Documents, Government Printing Office, Washington 25, D.C. Ask for Leaflet 35-1961 of the U.S. Dept. of Labor Women's Bureau. Price--5 cents.
- "Let's Be Practical About a Nursing Career" - (For prospective practical nurses) Write: Committee on Careers, National League for Nursing, 10 Columbus Circle, New York 19, N.Y. Free.
- "Frontiersman of the Future" - (Information on career in chemistry). Write: Director of Education, Manufacturing Chemists' Association, Inc. 1825 Connecticut Ave., N.W., Washington 9, D.C. Free.
- "The Chemical Profession" - Write: American Chemical Society, 1155 16th St., N.W., Washington 6, D.C. Price - 25 cents.
- "Careers Ahead in the Chemical Industry" - Write: Manufacturing Chemists' Association, Inc., 1825 Conn. Ave., N.W., Washington 9, D.C. Free.
- "Microbiology in Your Future" - This brochure (single copy, no charge; multiple copies. 10 cents each) and a list (50 cents) of college and university departments offering degree programs in Microbiology may be obtained from: The American Society for Microbiology, 19875 Mack Ave., Detroit 36, Michigan.
- "Career Opportunities in Home Economics in Business" - Write: American Home Economics Association, 1600 20th Street, N.W., Washington, D.C. This is a revision of a booklet issued in 1954. Price - 35 cents.
- "Home Economics Career Wheel" - Write: American Home Economics Association. A revision of a popular device for matching up subject-matter areas, professional areas, and major employment opportunities. Revised 1961.

COMMUNITY SERVICE AWARDS

You will be receiving information about the Lane Bryant annual awards for volunteer service to the community. You will probably want to give careful consideration as to whether you might want to nominate 4-H alumni, a leader or a council member. Note that nominations are due on March 15.

NATIONAL CITIZENSHIP CONFERENCE

Special 4-H participation in this conference has been supported for several years by funds from the National 4-H Foundation. It has been determined that the over-all citizenship effort in the 4-H program has reached a stage where individual participation by States in this conference can be expected without special aid from the National 4-H Foundation's limited funds. The Foundation funds previously used for this conference will be diverted to other uses in keeping with needs this year. Information concerning the National Citizenship Conference will be sent to each State as soon as available. It is hoped that many States will find it possible to send delegates to the conference in 1962.

ENCAMPMENT FOR CITIZENSHIP

Three encampments are again planned in 1962:

July 1 - August 11	Fieldston School, Riverdale, N.Y.
" "	University of California, Berkeley, Calif.
" "	La Mina, Puerto Rico

You should be receiving more details concerning this or may write to Encampment for Citizenship, 2 West 64th Street, New York 23, N.Y.

NATIONAL LIBRARY WEEK -- April 8-14

This is one of the weeks that has strong national support because almost everyone believes in the objective of "a better-read, better-informed America."

Mr. Berl L. Reubens, new director, reminds us that National Library Week is not an end in itself. The important question is how National Library Week can be used to strengthen our program. Just a few of the ideas for a club or county might be: Tour to the library, exhibit of books that would be helpful to some important activity or study of the club (consult your librarian), invite librarian to tell how to make more effective use of the library, carry on some community service related to the library.

Each State has an Executive Director for National Library Week. We can furnish the name of this person if you do not have it.

STUDY OF DAYS MISSED FROM SCHOOL

At the request of the Subcommittee, Laurel Sabrosky made a survey of selected counties regarding days missed from school for 4-H Club activities. A copy of her report is attached for your information.

The study indicates that 4-H Club work does not seriously interfere with school attendance when the entire membership is considered. Probably every State would find exceptions, however, in the case of certain individuals who seem to participate in everything.

4-H THEME

The Subcommittee has asked us to survey the States regarding the theme, "Learn, Live, Serve," which is being used for the third year.

✓
A Reply
Please!

We need to learn whether State leaders think a continuation of this theme is desirable, or if they think we would profit by a new one. Will you please give us your opinion on the enclosed sheet?

NOMINATIONS FOR STATE 4-H WORKERS FOR RECOGNITION

✓
A Reply
Please!

Please send us on the enclosed sheet names of State and Assistant State 4-H Club Leaders who have ~~earned~~ the awards listed and not previously recognized in these categories. These are needed for National 4-H Conference.

RECREATION LEADERSHIP TRAINING EVENTS - 1962

We are again hoping to assemble and distribute a list of interstate training events in the recreation field. If you know of or participate in such an event, please indicate on the attached sheet. The last item on the sheet is the place where you would indicate the particular strengths of the event.

✓
A Reply
Please!

Dr. Evlon Niederfrank will cooperate with us in assembling the final list, which will be sent to State 4-H Club Leaders and assistants and to Extension Recreation Specialists.

SHARING GOOD IDEAS IN USE IN THE STATES

KANSAS - New Kind of County Report

Reno County has developed a highly illustrated report for distribution to legislators, community officials, and informal leaders. It stresses the educational aspects of Extension programs, including both rural and urban areas. Both adult and youth programs are included.

MICHIGAN - Human Relations Laboratory

The Lab is set for Camp Kett 4-H Leadership Center, February 25 thru March 9. Enrollment is limited to 60 professional youth workers from Scouts, YMCA, YWCA, Campfire Girls, and public schools. The program will be patterned after the famous National Leadership Training Laboratory at Bethel, with some of Maine's top instructors.

MINNESOTA - 4-H Leader Institutes

More than 8,600 4-H Club leaders in Minnesota learned new ways to help club members as a result of 4-H Leaders' Institutes held throughout Minnesota during January. The theme for the institutes was "Planning to Meet the Needs of Youth."

Planning local club meetings and teaching techniques used in the 4-H program were topics discussed by leaders at five different area institutes. County extension agents discussed the development of a county leader training program. The information from these sessions will be presented to other leaders in the county at leader council meetings or at special meetings.

MISSOURI - Marketing Workshop

George Rowe reports a successful marketing workshop conducted as a part of State 4-H Club Week and held for three afternoons. Nine other Extension or resident workers served as speakers or resource people. Included was a skit, "The Power of the Consumer" by Mrs. Lorene S. Wilson, Extension Marketing Economist.

MONTANA - Parents Organized

Missoula County 4-H parents have organized to recognize and honor 4-H leaders. Not only will this group be able to give recognition to the leaders, it will also offer an excellent opportunity for the Extension office to work with parents. The 4-H staff will be able to keep these parents up to date on the over-all 4-H objectives and what is expected of them as parents.

NEW MEXICO - Leadership Development

New Mexico is one of numerous States around the country facing the question of shifting from agent-dependent clubs to community-based, leader-dependent clubs. To this end, it launched last year a 5-5 adult leadership development program in 4-H work (5 phase-5 years). The second phase was completed in early October with a one-day workshop for all county Extension agents of four pilot counties who are taking the lead in this new effort there. Dr. Niederfrank, our FES Rural Sociologist, has been working with New Mexico in developing this plan based somewhat on evaluation work they had done with Mary Frances Lyle's help.

NORTH CAROLINA - Careers

The School of Agriculture at North Carolina State College has recently published an attractive pictorial booklet on "Agricultural Opportunities

Unlimited." The book highlights careers in agriculture and points out in an interesting and attractive way the training and professional qualifications for various careers in agriculture and related industries. A section on each career gives present employment opportunities. The booklet has been especially prepared as a counseling guide.

OREGON - 4-H "Commercial" on TV

A 60-second film clip promoting 4-H Club work has been released to Oregon TV stations. This clip or "spot" is a series of drawings, shown in rapid sequence, and develops the idea that 4-H is for city as well as rural youth.

UTAH - Leaders Analyze Program

Community 4-H chairmen and members of advisory councils will be the primary audience for the annual State leadership school in February. The State's rethinking of their program, referred to as "The Forward Look in 4-H," will be discussed.

WEST VIRGINIA - University 4-H Club has Host Program

In this program, the West Virginia University 4-H'ers serve as hosts to groups of older county 4-H'ers. This service is offered to members of any 4-H county group who wish to visit their State University and who meet the requirements. The 4-H'ers must be 16 years of age or older, at least juniors in high school, and must be accompanied by 4-H leaders or county Extension workers.

The groups are guided informally around the campus by the University students. The tours usually include the main campus area and the State 4-H office, an interview with some of the 4-H staff, an interview with a representative of the Dean of the College of Agriculture, Forestry, and Home Economics; and an informal question-and-answer session about college life.

NEWS OF OUR CO-WORKERS

Wilfred I. Farmer, Kentucky, was appointed December 1 as Field Agent in 4-H Club Programs in that State.

Gerald E. Parsons and W. John Johnson, Jr., Iowa, each have the title of Extension 4-H Leader. Gerald was formerly Area Extension 4-H Leader and John was Extension Assistant in Rural Sociology.

Natalie Riecks of the Illinois staff resigned in December to become a full-time homemaker.

Claude J. Naquin, Louisiana, will soon be completing three months of study leave at Baton Rouge.

Dr. Kenneth S. Olson has left the North Dakota staff and is now located in Arizona as Assistant Director of Programs. You will recall his doctoral thesis was on "4-H and Adoption of Improved Farm Practices."

Mrs. Altamese B. Pough has been appointed in South Carolina as Negro Girls' 4-H Club Agent.

Dr. Charles Freeman, Extension Rural Sociologist in Pennsylvania, has been named to head the Foundation's program in citizenship and leadership. Dr. Freeman is a native of North Carolina and brings a rich background to help equip him for this important assignment.

Several members of the Foundation staff have been traveling in far places. Les Nichols has returned from a seven-weeks' trip to a dozen countries from Britain to Burma. Ted Hutchcroft accompanied 20 IFYE exchangees to Costa Rica and also paid visits to four other Central and South American countries. Grant Shrum, also Ken Anderson of the National 4-H Service Committee, were in Costa Rica for the advisory committee meeting.

Three former State 4-H Leaders are assisting Warren Schmidt with the training program for the Peace Corps group headed for Brazil. They are Gus Brundage (Conn.), Harper Johnson (Miss.), and Adolpho Mayoral Reinat (Puerto Rico). All three have had experience in developing youth programs in other lands.

Retirees Hallie Hughes and Dorothy Emerson were each named by the Progressive Farmer magazine as "Woman of the Year" for Virginia and Maryland, respectively. One man and one woman is named in each Southern State. Hallie, who retired seven years ago as Associate State 4-H Agent, has been chairman of the building committee of her church, member of the district welfare board and contact person for the juvenile judge, secretary-treasurer of two different loan funds for women students, organizer of an active home economics club and adviser to the group. You are probably more aware of Dorothy's activities since she now travels countrywide in her "Confidence for Leadership" work.

Tena Bishop Klein and her husband, Gay, are currently on a world cruise. They plan to make their home in Florida. You will remember Tena was a member of the FES 4-H staff for several years.

IN CLOSING

We share from South Dakota a suggested parent's pledge that you might find helpful in working with parents of 4-H Club members.

We, 4-H parents, pledge --

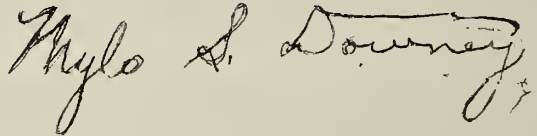
Our Heads to help our youngsters plan their project wisely,

Our Hearts to constant encouraging,

Our Hands to help them reach their goals,

Our Health to keep them strong and well for their club,
their community, and their country.

Sincerely yours,

A handwritten signature in cursive script that reads "Mylo S. Downey". The signature is fluid and includes a small flourish at the end.

Program Leaders:

Mylo S. Downey, Director
4-H Club and YMW Programs

Maurice L. Hill
V. Joseph McAuliffe
Lloyd L. Rutledge

John W. Banning, Assistant Director
Fern S. Kelley, Assistant Director
(Editor of IDEAS)

Enclosures